

YOU CAN'T HELP INHALING - BUT

YOU CAN HELP YOUR THROAT!

In the Service—or out—smokers are all alike: *all smokers sometimes inhale*. When you do inhale—there's more chance of irritation. BUT LOOK! THERE ARE BIG DIFFERENCES BETWEEN OTHER CIGARETTES—AND PHILIP MORRIS. A GROUP OF DISTINGUISHED DOCTORS COMPARED THE FIVE LEADING BRANDS—INCLUDING PHILIP MORRIS—AND FOUND THAT:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!

That's what you'll find in PHILIP MORRIS... *real protection added to finer smoking pleasure*. The flavor and aroma of the fine PHILIP MORRIS tobaccos—with no worry about throat irritation, *even when you inhale!* **THEY TASTE BETTER—THEY'RE BETTER FOR YOU...**

CALL FOR PHILIP MORRIS



AMERICA'S FINEST CIGARETTE

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